



Membership and Benefits Guide

What is the Chamber?

We support You and the Community

The mission of the Columbus Chamber of Commerce is to stimulate the local economy through business promotion and tourism and support of civic projects within the community. A member-elected Board of Directors and a dedicated team of staff work to support this objective.

We continuously strive to be the principal advocate for members to create an environment favorable to businesses, jobs, and community growth and development.



How to get Involved

- **Chamber Mixers** - Quarterly evening networking and social events.
- **Chamber Luncheons** - Informational seminar lunches for members.
- **Volunteer** - Volunteers are always needed at our events.
- **Newsletters** - Stay up to date and promote your events.
- **Website** - Get your free page and event listings on our website and social media platforms.
- **Social Media** – Get your posts shared, reaching a broader audience.
- **Board Meetings** – Meetings are open to all Chamber Members and are the fourth Wednesday of the month at noon.

Community Events

When you support the Chamber, you support:

Chamber Annual Meeting - Annual

Chamber Annual Fundraisers

Columbus Country Market – The last Saturday of the month from March through November on the Courthouse Square.

Junior Ambassador Program - Academic Scholarship competition for Columbus High School students.



Magnolia Days Festival - Two-day Festival, the third weekend in May, celebrates the spirit of Columbus.

Columbus Independence Day Celebration – The oldest Independence Day celebration in Texas. Fireworks display.

Lighted Christmas Parade – Tuesday after Thanksgiving

Ladies Night Out - First Thursday in December: A night for ladies (and men) to sample wine while shopping local merchants and vendors.

Benefits

- Chamber members are always referred for business inquiries; one business referral alone could yield the return of your annual investment.
- Business listing in an online directory as well as in a printed Visitor's Guide.
- Ribbon cutting with guaranteed newspaper coverage of the event.
- Invitation to business networking mixers.
- Subscription to member email list which allows you to stay up to date on what is happening through twice-monthly newsletters and monthly event updates.
- Promotion through social media.
- Access to your information in the Chamber database so you may update it at any time.
- Free marketing and sales advice.
- Enhanced business posturing through networking with more than 425 other Chamber members.
- Designated membership decals for display.
- Build your own page on our website, or we will build it for you.
- Invitation to members-only luncheon seminars

Sponsorship Opportunities

Marketing to Tourists, Visitors and Groups

Provide the Chamber with your printed promotional material to display at the Chamber office and Visitors Center, and to give out to tour groups. We'll also include your digital promotions online.

Advertise in the Bi-monthly Newsletter

For an additional fee, you can advertise your business in the newsletter for one year. Newsletters are emailed on the 1st and 15th of each month to 1800+ email addresses.

Event Sponsorships

There are plenty of opportunities for you to sponsor or co-sponsor events, seminars, networking events, and other special programs including: Chamber Mixers, Chamber fundraisers, Magnolia Days Festival, Independence Day Celebration, Ladies Night Out, Lighted Parade, and more!

Chamber Office Displays

Display your business & rack cards in our office to hand out to people coming in and asking for local referrals.

Advertise in the Chamber Link

Published inside The Colorado County Citizen each month and circulated to over 3,800 readers. Rates start at only \$35 per month for a business card-size ad. Contact the Colorado County Citizen for ads.



We ARE columbustexas.org!

Exclusive benefit for Chamber members... Members get a free page on our site, www.columbustexas.org. Build it yourself or give us your photos, business description & promotions and we will build it for you. It may also be linked to your own home page. List 'keywords' so site viewers can easily find your business. And we will put your events on our Events Calendar.

Why Being a Chamber Member Matters

According to a research study by The Shapiro Group, Inc. and Market Street Services, when consumers know that a small business is a member of their local Chamber, they're 44% more likely to think favorable of it and 63% more likely to purchase goods or services from the company in the future.

- If a company shows that it is highly involved in its local chamber (e.g., sits on the Chamber board, etc.), consumers are 12 percent more likely to think that its products stack up better against its competition.
- When a consumer thinks a company's products stack up better against the competition because the company is involved in its local Chamber, it is because he or she believes that the company is trustworthy, involved in the community, and an industry leader.

- When consumers know a restaurant franchise is a member of the Chamber of Commerce, they are 40 percent more likely to eat at that franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are 43 percent more likely to consider buying insurance from it.



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